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MAKING SMARTER CHOICES FACTSHEET 002

THE CHARTERED INSTITUTION OF HIGHWAYS
& TRANSPORTATION 'SMARTER' TRAVEL GUIDE

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PERSONAL TRAVEL PLANNING

WHAT THIS COVERS

This factsheet provides information relevant to anyone considering a personal travel planning (PTP) project. It provides information about the key steps that need to be taken to design and implement a PTP project, answers some key questions and provides direction to further information sources.



Used courtesy of Martin Breschinski, on behalf of TfL

THINKING SMART: PTP THE KEY STEPS

What is personal travel planning?

Personal travel planning (PTP) is a technique that delivers targeted information, incentives and motivation directly to individuals to help them make more sustainable travel choices. It is most commonly applied to household members through a community based programme.

The overall premise of PTP is to encourage people to think about their current travel habits and consider how (if at all) they could make those trips in more sustainable ways. The way this is done differs from project to project, but typically involves:

- ◆ One to one conversations either on the doorstep, or by phone between individuals and trained advisors in an attempt to motivate the individual to try new modes of transport;
- ◆ The provision of a personalised 'pack of information' to the individual to help them travel more sustainably (for example local bus timetables, and walking and cycling maps).
- ◆ Encouragement to change through the offer of relevant gifts and incentives (for example pedometers, cycle lights, free public transport taster tickets).

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The following summarises the typical PTP project process:

STAGE ONE	STAGE TWO	STAGE THREE	STAGE FOUR
Planning	Pre-implementation	Contact/Advice	Evaluation
Agree scope of project	Assemble project resources	Telephone or door-to-door contact with households	Post project surveys
Establish objectives and targets	Identify target households	Receive requests to participate from participating households	Corroborative data analysis
Consider whether a pilot is required	Arrange precontact publicity	Deliver requested materials	Reporting and feedback
Agree evaluation procedures	Implement a pre-intervention survey	Follow up advice and support	

WHERE SHOULD PERSONAL TRAVEL PLANNING BE IMPLEMENTED?

Although PTP can be implemented anywhere, there are a number of conditions that will greatly improve the likelihood of a PTP project being successful. These include: the availability of local facilities (shops, employment, leisure facilities); good community networks; high levels of accessibility by all sustainable modes (i.e. walk, cycle and public transport networks which are fit for purpose in the local area); a non-transient population; local recognition of congestion related problems; and, recent investment in the sustainable transport network.

HOW DO I IMPLEMENT PERSONAL TRAVEL PLANNING?

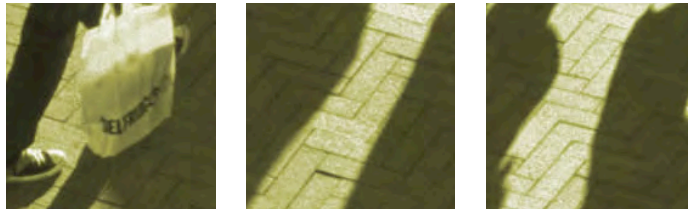
There are a number of models that a local authority or developer can use to deliver a PTP project, including:

- ◆ **Outsourced:** All aspects of the project are contracted out to an external supplier;
- ◆ **In-house:** Local authority is responsible for delivering all aspects of the project;'
- ◆ **Partnering:** Local authority and delivery partner work together to perform tasks within the project programme;
- ◆ **Partner support:** majority of the work is undertaken by the local authority, with discrete tasks outsources (usually including recruitment and training of travel advisors, and programme management);
- ◆ **Developer led:** developer is responsible for delivering the programme as part of a new housing development (in this case the programme is usually outsources to consultants).

HOW DO I KNOW IF A PTP PROJECT HAS BEEN A SUCCESS?

Officers and members that have delivered PTP projects will often cite the strong community praise that they have received. This in itself is rewarding, but should be supported by a more thorough evaluation, both to provide data on the effectiveness of the project and to inform modifications to the design of future PTP projects. It is a complex area, typically involving extensive before/after travel diaries, and hence should be given careful consideration prior to the commencement of any PTP project. Advice on a suitable evaluation framework is provided in the DfT Practitioners Guide (reference overleaf).

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FAQS

How effective is PTP at reducing car use?

Evidence suggests that PTP can reduce car driver trips by around 11% among all targeted households (including those that don't engage in the PTP project), and can reduce the distance travelled by car by 12%.

What are the other benefits?

Other benefits include: health benefits associated with an increase in walking and cycling; growth in public transport use increasing service viability; reduced CO₂, improved air quality, improved local environment; & more sociable neighbourhoods.

How much does PTP cost?

PTP programmes usually cost between £20 and £40 per targeted household or in the region of £0.02 to £0.13 for each vehicle kilometre travelled reduced as a result of the programme. Funding for PTP projects is increasingly being sought through developer funding in relation to new developments.

Where has PTP been delivered?

The concept of PTP has been implemented overseas since the 1980s, most prominently in Australia, where it is now a mainstream travel planning activity. It was introduced in the UK in the late 1990s and has subsequently been delivered across the UK, most notably in: Brighton, Bristol, Nottingham, Worcester, Lancashire and Darlington (10,000-100,000 households at each location) and London (100,000+ households).

[Making personal travel planning work
\(research report and practitioners guide\)
<http://www.dft.gov.uk/pgr/sustainable/travelplans/ptp/>](http://www.dft.gov.uk/pgr/sustainable/travelplans/ptp/)

